DETAILED ACTION

Response to Arguments

1.   Applicant's arguments filed 11/16/2011 have been fully considered but they are

not persuasive.

2.   On pages 11-12 of Applicant arguments/remarks, Applicant argues that the

combination of systems disclosed by Thukral (US 2006/0195866) (hereinafter 'Thukral')

in view of Eyer et al. (US 2002/0124253) (hereinafter 'Eyer') in view of Blasko et al. (US.

2003/0229893) (hereinafter 'Blasko')in view of Drake (US 2002/0078441) (hereinafter

'Drake')in view of Gordon et al. (US 2002/0083444) (hereinafter 'Gordon')in view of

Sgaraglino (US 2002/0120498) (hereinafter 'Sgaraglino') in view of Agmoni (US

2002/0010626) (hereinafter 'Agmoni')in view of Eldering et al (US 2002/0087980)

(hereinafter 'Eldering')in view of Swix et 01. (US 7,243,362) (hereinafter 'Swix') in view

of Zigmond et al. (US 6,698020) (hereinafter 'Zigmond')in view of Andrade et al. (US

2005/0188402) (hereinafter 'Andrade')in view of Rodriguez et al. (US 2003/01544751)

(hereinafter 'Rodriguez') are significantly and uniquely different from the disclosed Ad

Center and Intelligent Control Module (ICM)'s composition, constructs, input and output,

target user, and usage patterns and the disclosed methods for determining personalized

and localized advertisements and it would be not obvious for a person of ordinary skill in

the art at the time of invention to conceive of a system and method for personalized and

localized TV ad delivery as disclosed in the claims by combining of the components that

are significantly difference from the components, constructs, composition, or usage model of the claimed systems.

In response to Applicant's argument, the Examiner respectfully disagrees. The examiner notes that, in claim 11 the limitation "...at least one of said ICMs and Ad Centers being configured..." and "...corresponding personal and location attributes to transmit..." are considerably broad, and do not positively recite particular structure that would help to clarify the claim. In addition, the claims don not explicitly recite the execution mode and decision support unit as mentioned in Applicant's arguments (see page 12, 2nd paragraph). The claim language is confusing as what part of the structure is/are performing the claimed steps (such as to analyze ads..., to select personalized and localized ad content..., and/ or to transmit users personal and local attributes...).Therefore, in their present form, the Examiner maintains that the combination of reference continue to read on the claims.

In response to Applicant's argument that Thukra does not have an independent ad Center, the Examiner notes that Thukra discloses an ad center (see fig. 1 advertiser 114 and content provider 102). Thuker further discloses a plurality of ICMs coupled to an A/V display (see fig. 1 and paragraph 0021-0023, and fig. 4 paragraphs 0040-0043, 0045, 0051), displaying personalized and localized ad content (0021, 0024, 0027), ad center having multi directional communication (see fig. 4 broadcast network 408 and paragraph 0042) and at least one of said ICMs and AD centers being configured to analyze ads and user info (see paragraphs 0020, 0024, 0026-0029). In analogous art, Eyer discloses an Ad Center having multi-directional communications links with said

plurality of Intelligent Control Modules to receive each user's personal and local

attributes (see fig. 2 Service Provider 20 AD server 46 & paragraphs 0017, 0033); said

Ad Center including a repository unit for storing user information and ad agency or

advertiser information (see fig. 2 user profile database 34 and paragraphs 0015-0017);

at least one of said ICM and Ad Center being configured to analyze ads, and user info

and to select personalized and localized ad content for each ICM based on its

corresponding attributes (see paragraphs 0007-0008, 0016-0019) to transmit user's

personal and local attributes (see paragraph 0017 for disclosing the viewer's profile is

obtained by downloading data from the user's local user profile 36, which is stored in

STB and the information is transmitted across link 38), ad content (see paragraph 0015

for disclosing AD database 48 supplies targeted advertisements to STB 22),

programming content (see paragraph 0015 for disclosing service provider 20 includes a

media server 42 which supplies television programs to viewer's STB 22) from service

providers (see service provider 20 and paragraphs 0015-0016). Eyer further discloses

head end of Television service provider 20 (see fig. 2) and the service provider includes

the ad server and the media server. The ad server and the media server are two

separate providers. In analogous art, Blasko discloses analyzing ad agencies and

advertisers (see paragraphs 0016, 0028-0031, 0039, 0044, 0051). Blasko further

discloses user ad search and follow-up requests and wherein users can follow-up and

search for additional ad information (see fig. 5 and paragraphs 0018-0019, 0046, 0094,

0100, and 0104). In analogous art, Drake discloses software updates (see paragraphs

0028-0029). In analogous art, Gordon discloses wherein each ICM being configured to

determine user personalized and localized ad schedules pertaining to channels and

time (see paragraph 0023 for disclosing ad insertion controller determines the schedule

for the ad insertion). In analogous art, Agmoni disclose location attributes (see

paragraphs 0017-0019 and 0039). In analogous art, Eldering discloses an Ad Center

which is independent from the service providers and includes one interface for service

provider (see fig. 1 paragraph 0026).

In response to applicant's argument that the examiner's conclusion of

obviousness is based upon improper hindsight reasoning, it must be recognized that

any judgment on obviousness is in a sense necessarily a reconstruction based upon

hindsight reasoning. But so long as it takes into account only knowledge which was

within the level of ordinary skill at the time the claimed invention was made, and does

not include knowledge gleaned only from the applicant's disclosure, such a

reconstruction is proper. See *In re McLaughlin*, 443 F.2d 1392, 170 USPQ 209 (CCPA

1971).

In response to applicant's argument that the references fail to show certain

features of applicant's invention, it is noted that the features upon which applicant relies

(i.e., the execution mode and the target users of the ad and ad agent analysis by the

decision support unit in ICM and Ad Center (see Claim 11) (see applicant argument

page 12), Ad center does not determine ad's target viewer or target information (see

applicant argument page 13),the decision support and decision making capabilities

disclosed by the applicant (see claim 12 and 18) executes in the back ground in real-

time and without user interactions (see applicant argument page 14), a non-interactive

ad analysis (see applicant argument page 15), the event triggering mechanism

disclosed in claim 25 (see applicant argument pages 18 & 23)) are not recited in the

rejected claim(s). Although the claims are interpreted in light of the specification,

limitations from the specification are not read into the claims. See *In re Van Geuns*, 988

F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993).

In response to applicant's arguments against the references individually, one

cannot show nonobviousness by attacking references individually where the rejections

are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208

USPQ 871 (CCPA 1981); *In re Merck & Co.,* 800 F.2d 1091, 231 USPQ 375 (Fed. Cir.

1986).

Regarding claims 12, 13, 19,20,21,22, 23 and 25, please see the response

above.

In response to applicant's argument that there is no teaching, suggestion, or

motivation to combine the references, the examiner recognizes that obviousness may

be established by combining or modifying the teachings of the prior art to produce the

claimed invention where there is some teaching, suggestion, or motivation to do so

found either in the references themselves or in the knowledge generally available to one

of ordinary skill in the art. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir.

1988), *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992), and *KSR*

International Co. v. Teleflex, Inc., 550 U.S. 398, 82 USPQ2d 1385 (2007).

On pages 24-25 of Applicant arguments/remarks regarding claim 17, Applicant argues that regarding the expert business rules and mathematical and statistic model established on user and ad attributes information discloses in the claim 17.

In response to applicant's argument that the uniqueness of business rules, the Examiner wants to point out that expert business rules were not described in the specification.

Applicant's arguments, (see page 13-14, 19-21, filed 11/06/2011), with respect to claims 12 and 13 have been fully considered and are persuasive. The rejection of claim 12 has been withdrawn.

Allowable Subject Matter

1.   Claim 12 is objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3.   Claims 11, 14-16, 18-23, and 25 are rejected under 35 U.S.C. 103(a) as being

unpatentable over Thukral (US 2006/0195866) in view of Eyer et al. (US 2002/0124253)

in view of Blasko et al. (US 2002/0083444) in view of Sgarglino (US 2003/0229893) in

view of Drake (US 2002/0078441) in view of Gordon et al. (US 2002/0120498) in view

of Agmoni (US 2002/0010626) in view of Eldering et al. (US 2002/0087980).

Regarding claims 11, Thukral discloses a system (see fig. 1 television–based

system 100) for delivering personalized and localized ad (is interpreted as targeted ads)

content to multiple users each having an A/V display (see fig. 1 television-based client

systems 104(1-N)) comprising: a plurality of Intelligent Control Modules (ICM) (see

client device 110 (1&2)), each ICM being operationally coupled to an A/V display for

displaying personalized and localized ad content during programming commercial

breaks (see paragraph 0021-0023).

Thukral does not explicitly discloses wherein each ICM being configured to

determine user personalized and localized ad schedules pertaining to channels and

time; an Ad Center having multi-directional communications links with said plurality of

Intelligent Control Modules to receive each user's personal and local attributes; said Ad

Center including a repository unit for storing user information and ad agency or

advertiser information; at least one of said ICM and Ad Center being configured to

analyze ads, ad agencies, advertisers, and user info and to select personalized and

localized ad content for each ICM based on its corresponding personal and location

attributes to transmit user's personal and local attributes, ad content, programming

content from service providers, user ad search and follow-up requests, and software

and firmware updates; wherein users can follow-up and search for additional ad

information through one or more telecommunication sources connected to their ICM,

wherein said Ad Center is independent from the service providers and includes one

interface for each service provider.

In analogous art, Eyer teaches an Ad Center (See fig. 2 Service Provider 20 AD

server 46) having multi-directional communications links with said plurality of Intelligent

Control Modules to receive each user's personal and local attributes (see paragraph

0017); said Ad Center including a repository unit (see fig. 2 user profile database 34 and

paragraphs 0016-0017) for storing user information and ad agency or advertiser

information (see paragraph 0015); at least one of said ICM and Ad Center being

configured to analyze ads, and user info and to select personalized and localized ad

content for each ICM based on its corresponding attributes (see paragraphs 0007-

0008, 0016-0019) to transmit user's personal and local attributes (see paragraph 0017

for disclosing the viewer's profile is obtained by downloading data from the user's local

user profile 36, which is stored in STB and the information is transmitted across link 38),

ad content (see paragraph 0015 for disclosing AD database 48 supplies targeted

advertisements to STB 22), programming content (see paragraph 0015 for disclosing

service provider 20 includes a media server 42 which supplies television programs to

viewer's STB 22) from service providers (see service provider 20).

Therefore, it would have been obvious to one of ordinary skill in the art at the

time of the invention was made to modify Thukral with the teaching of an Ad Center

having multi-directional communications links with said plurality of Intelligent Control

Modules to receive each user's personal and local attributes; said Ad Center including a

repository unit for storing user information and ad agency or advertiser information; at

least one of said ICM and Ad Center being configured to analyze ads, and user info and

to select personalized and localized ad content for each ICM based on its

corresponding attributes, to transmit user's personal and local attributes, ad content,

programming content from service provider, as taught by Eyer, in order to deliver

targeted advertisements to individual users.

The combination does not disclose wherein each ICM being configured to

determine user personalized and localized ad schedules pertaining to channels and

time; analyzing ad agencies and advertisers; transmit user ad search and follow-up

requests, and software and firmware updates; location attributes; wherein users can

follow-up and search for additional ad information through one or more

telecommunication sources connected to their ICM, and wherein said Ad Center is

independent from the service providers and includes one interface for each service

provider.

In analogous art, Blasko teaches analyzing ad agencies and advertisers (see

paragraphs 0016, 0028-0031, 0039, 0044, 0051).

Therefore, it would have been obvious to one of ordinary skill in the art at the

time of the invention was made to modify the combination with the teaching of analyzing

ad agencies and advertisers, as taught by Blasko, in order to generate a place for a

targeted ad as a result of a correlation steps.

The combination does not disclose wherein each ICM being configured to determine user personalized and localized ad schedules pertaining to channels and time; transmit user ad search and follow-up requests, and software and firmware updates; location attributes; wherein users can follow-up and search for additional ad information, and wherein said Ad Center is independent from the service providers and includes one interface for each service provider.

In analogous art, Sgaraglino teaches user ad search and follow-up requests and wherein users can follow-up and search for additional ad information (see fig. 5 and paragraphs 0018-0019, 0046, 0094, 0100, and 0104).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of user ad search and follow-up requests and wherein users can follow-up and search for additional ad information through one or more telecommunication sources connected to their ICM, as taught by Sgaraglino, in order to provide an interactive advertising.

The combination does not disclose wherein each ICM being configured to determine user personalized and localized ad schedules pertaining to channels and time; location attributes; software and firmware updates, and wherein said Ad Center is independent from the service providers and includes one interface for each service provider.

In analogous art, Drake teaches software updates (see paragraphs 0028-0029).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of software updates, as taught by Drake, in order to update the interactive software in the system.

The combination does not disclose wherein each ICM being configured to determine user personalized and localized ad schedules pertaining to channels and time; and location attributes and wherein said Ad Center is independent from the service providers and includes one interface for each service provider.

In analogous art, Gordon teaches wherein each ICM being configured to determine user personalized and localized ad schedules pertaining to channels and time (see paragraph 0023 for disclosing ad insertion controller determines the schedule for the ad insertion).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of wherein each ICM being configured to determine user personalized and localized ad schedules pertaining to channels and time, as taught by Gordon, in order to deliver targeted advertisements to viewers.

The combination does not disclose location attributes and wherein Ad Center said is independent from the service providers and includes one interface for each service provider.

In analogous art, Agmoni teaches location attributes (see paragraphs 0017-0019 and 0039).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of location attributes, as taught by Agmoni, in order to deliver targeted advertisements to viewers based on a particular location.

The combination does not explicitly disclose wherein said Ad Center is independent from the service providers and includes one interface for each service provider.

In analogous art, Eldering teaches wherein said Ad Center is independent from the service providers and includes one interface for each service provider (see fig. 1 paragraph 0026).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of wherein said Ad Center is independent from the service providers and includes one interface for each service provider, as taught by Eldering, in order to insert targeted advertisements and deliver to viewers.

Regarding claim 14, Thukral in view of Eyer in view of Blasko in view of Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering discloses the limitation of claim 11.

Blasko further teaches wherein the service providers comprises at least one of a terrestrial TV service provider, a cable TV provider, a satellite TV provider, an internet TV service provider, an Internet Protocol (IP) TV service provider, an independent content service provider, a provider affiliated with said aforementioned service

providers, and an independent personalized and localized ad service provider (see

paragraphs 0023-0024).

Regarding claim 15, Thukral in view of Eyer in view of Blasko in view of

Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering

discloses the limitation of claim 11.

Thukral further discloses wherein the ICM comprises an independent module

integrated with at least one of a TV; a TV set top box, the A/V display, and a computer

(see fig. 4 acquisition server 412).

Regarding claim 16, Thukral in view of Eyer in view of Blasko in view of

Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering

discloses the limitation of claim 11.

Thukral further discloses wherein the ICM comprises an autonomous device

residing separate from at least one of a TV; a TV set top box, the A/V display and a

computer (see fig. 4 acquisition server 412).

Regarding claim 18, see the analysis of the system claim 1.

Regarding claim 19, Thukral in view of Eyer in view of Blasko in view of

Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering

discloses the limitation of claim 18.

Sgaraglino further teaches wherein the step of selecting personalized and

localized ad content further comprises performing the ad follow-up request and/or ad

search via a first path, said first path comprising the steps of: determining if an ad

repository in the ICMs includes additional video and/or data information for a user-

interested ad; performing at least one of an ad follow-up and search directly against the Ad Repository within the Intelligent Control Modules; and displaying follow-up details to the users about the user-interested ad via the A/V Display (see fig. 5 and paragraphs 0018-0019, 0046, 0094, 0100, and 0104).

Regarding claim 20, Thukral in view of Eyer in view of Blasko in view of Sgaraglino in view of Drake in view of Eldering discloses the limitation of claim 18.

Sgaraglino further teaches wherein the step of selecting personalized and localized ad content further comprises performing the ad follow-up request and/or ad search via a second path, said second path comprising the steps of: sending at least one of the ad follow-up and ad search requests through an ICM Input/Output Unit in at least one of the ICMs to the Ad Center; conducting at least one of an ad follow-up and ad search in an Ad Database in the Ad Center; and transmitting matching results back to the applicable Intelligent Control Module for viewing (see fig. 5 and paragraphs 0018-0019, 0046, 0094, 0100, and 0104).

Regarding claim 21, Thukral in view of Eyer in view of Blasko in view of Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering discloses the limitation of claim 20.

Sgaraglino further teaches wherein the second path further comprises the steps of: searching the matching results for additional and online video and data information; and providing at least one of a follow-up ad and an internet website to the requesting user (see paragraphs 0035-0036, 0082).

Regarding claim 22, Thukral in view of Eyer in view of Blasko in view of Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering discloses the limitation of claim 18.

Sgaraglino further teaches wherein the step of selecting personalized and localized ad content further comprises performing the ad follow-up request and/or ad search via a third path, said third path comprising the step of: sending at least one of the ad follow-up and ad search requests via an internet connection port on the Intelligent Control Modules (see paragraphs 0035-0036, 0050, 0055-0058).

Regarding claim 23, Thukral in view of Eyer in view of Blasko in view of Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering discloses the limitation of claim 18.

Thukral further teaches providing an Ad Decision Support Unit in at least one ICM for generating a user personalized and localized ad schedule; and providing an ICM control unit for playing recommended ads to the user based on the ad schedule, wherein triggering of intelligent programs within the Ad Decision Support Unit is event-based (see paragraphs 0029, 0038-0039).

Regarding claim 25, Thukral in view of Eyer in view of Blasko in view of Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering discloses the limitation of claim 18.

Thukral further teaches the Ad Center and the Intelligent Control Modules communicating and exchanging information in real-time with an event-driven mechanism via the Ad Center Input/Output Unit and the ICM Input/Output Unit;

determining at least one of user applicable and personalized and localized ad sets and

ad schedules; and updating the Ad Center based on at least one of an addition, change

or removal of an ad, user information or user attribute (see Paragraphs 0021, 0024,

0029-0031, 0041).

1.   Claim 24 is rejected under 35 U.S.C. 103(a) as being unpatentable over Thukral

(US 2006/0195866) in view of Eyer et al. (US 2002/0124253) in view of Blasko et al.

(US 2002/0083444) in view of Sgarglino (US 2003/0229893) in view of Drake (US

2002/0078441) in view of Gordon et al. (US 2002/0120498) in view of Agmoni (US

2002/0010626) in view of Eldering et al. (US 2002/0087980) and further in view of

Ogawa et al. (U.S 2002/0016972).

Regarding claim 24, Thukral in view of Eyer in view of Blasko in view of

Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering

discloses the limitation of claim 23.

The combination does not disclose performing personalization and localization

processing by the Ad Decision Support Unit based on ad and user attributes;

determining an applicable ad set for transmission to the user's Intelligent Control

Modules; and determining ad schedules pertaining to a user if the user's viewing

patterns and ad preferences are available, wherein the ad and user attributes are

collected and processed by at least one of the Ad Decision Support Unit and an Ad

Center Output Decision Support Unit for determining at least one of the user

personalized and localized ad schedules and at least one applicable ad set

In analogous art, Ogawa teaches the steps of: performing personalization and localization processing by the Ad Decision Support Unit based on ad and user attributes; determining an applicable ad set for transmission to the user's Intelligent Control Modules; and determining ad schedules pertaining to a user if the user's viewing patterns and ad preferences are available, wherein the ad and user attributes are collected and processed by at least one of the Ad Decision Support Unit and an Ad Center Output Decision Support Unit for determining at least one of the user personalized and localized ad schedules and at least one applicable ad set (see paragraphs 0071-0073).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of performing personalization and localization processing by the Ad Decision Support Unit based on ad and user attributes; determining an applicable ad set for transmission to the user's Intelligent Control Modules; and determining ad schedules pertaining to a user if the user's viewing patterns and ad preferences are available, wherein the ad and user attributes are collected and processed by at least one of the Ad Decision Support Unit and an Ad Center Output Decision Support Unit for determining at least one of the user personalized and localized ad schedules and at least one applicable ad set, as taught by Ogawa, in order for the ad center to perform the main control of the delivering of targeted advertisements information to individual users.

2.   Claim 17 is rejected under 35 U.S.C. 103(a) as being unpatentable over Thukral

(US 2006/0195866) in view of Eyer et al. (US 2002/0124253) in view of Blasko et al.

(US 2002/0083444) in view of Sgarglino (US 2003/0229893) in view of Drake (US

2002/0078441) in view of Gordon et al. (US 2002/0120498) in view of Agmoni (US

2002/0010626) in view of Eldering et al. (US 2002/0087980) and further in view of Swix

et al. (US 7,243,362) in view of Zigmond et al. (US 6,698,020) in view of de Andrade et

al. (US 2005/0188402) in view of Rodriguez et al. (US 2003/0154475).

Regarding claim 17, Thukral in view of Eyer in view of Blasko in view of

Sgaraglino in view of Drake in view of Gordon in view of Agmoni in view of Eldering

discloses the limitation as discussed in the rejection of claim 11.

Thukral further discloses an ICM control unit configured to control and monitor all

components in the ICM (see processor 912); an input/output unit configured to transmit

input and output information with interfaces including at least one of the ad center, TV

service providers, A/V displays, TV and internet (see paragraphs 0086-0087); a remote

control unit configured to be used by users to control functions supported by the

intelligent control module (see remote control unit 908).

The combination does not explicitly disclose wherein the ICM further comprises:

an ad decision support unit configured to, to collect user viewing patterns based on

intelligent programs and event triggering mechanisms, wherein expert business rules

and mathematical and statistic models are established on user and ad attributes

information, including viewing patterns and user ad preferences; an ad repository unit

configured to store personalizable and localizable ads and non-personalizable and non-

localizable ads, which are updated in real-time by the ad center and removed in real-

time based on their expiration attributes; detect TV commercial times for showing of

personalized and localized ads based on ad schedule generated by the ad decision

support unit through a pre-configured ad channel or the current program channel; a user

information unit configured to store user attribute information, which is updated through

the repository unit, and to store user viewing patterns collected by the ad decision

support unit and ad preferences set up by the user; an ad follow-up unit configured to

follow up ads for additional or more detailed video and/or data information in real-time or

at a later time; an ad preference setup unit configured to help users setup their ad

preferences for a certain period of time, which are used by the ad decision support unit

to generate the appropriate personalized and localized ad schedule, wherein ad

preferences are based on ad classifications implied by ad attributes, shopping plans for

a certain period; an ad search unit configured to search and browse ads with ad

attributes and keywords.

In analogous art, Swix, teaches STB with an ad decision support unit (see fig. 3,

processor 301c) configured to, to collect user viewing patterns (see col. 5, lines 1-16)

based on intelligent programs and an ad repository unit (see fig. 3, memory 301b)

configured to store personalizable and localizable ads and non-personalizable and non-

localizable ads, which are updated in real-time by the ad center (see col. 5, lines 36-45)

Therefore, it would have been obvious to one of ordinary skill in the art at the

time of the invention was made to modify the combination with the teaching of an ad

decision support unit configured to, to collect user viewing patterns based on intelligent

programs and an ad repository unit configured to store personalizable and localizable ads and non-personalizable and non- localizable ads, which are updated in real-time by the ad center, in order to provide users with targeted advertisement based on user characteristics.

The combination does not explicitly disclose event triggering mechanisms, wherein expert business rules and mathematical and statistic models are established on user and ad attributes information, including viewing patterns and user ad preferences; ads removed in real-time based on their expiration attributes; an ad follow-up unit configured to follow up ads for additional or more detailed video and/or data information in real-time or at a later time; an ad search unit configured to search and browse ads with ad attributes and keywords.

In analogous art, Zigmond, teaches event triggering mechanisms (see col. 4, lines 31-51), including viewing patterns and user ad preferences (see col. 9, lines 23-55, col. 10, lines 48-63 & col. 11, lines 14-65); detect TV commercial times for showing of personalized and localized ads based on ad schedule generated by the ad decision support unit through a pre-configured ad channel or the current program channel (see col. 8, lines 29-64).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of event triggering mechanisms, including viewing patterns and user ad preferences; detect TV commercial times for showing of personalized and localized ads based on ad schedule generated by the ad decision support unit through a pre-configured ad channel or the

current program channel, in order to select and insert advertisement into a video program based on attributes.

The combination does not explicitly disclose wherein expert business rules and mathematical and statistic models are established on user and ad attributes information, including viewing patterns and user ad preferences; ads removed in real-time based on their expiration attributes; an ad follow-up unit configured to follow up ads for additional or more detailed video and/or data information in real-time or at a later time; an ad search unit configured to search and browse ads with ad attributes and keywords.

In analogous art, de Andrade teaches wherein expert business rules and mathematical and statistic models are established on user and ad attributes information, including viewing patterns and user ad preferences (see paragraphs 0009-0011, 0040-51).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of wherein expert business rules and mathematical and statistic models are established on user and ad attributes information, including viewing patterns and user ad preferences, in order to in order to control the insertion of the advertisements based on users profile.

The combination does not explicitly disclose ads removed in real-time based on their expiration attributes; an ad follow-up unit configured to follow up ads for additional or more detailed video and/or data information in real-time or at a later time; an ad search unit configured to search and browse ads with ad attributes and keywords.

In analogous art, Sgaraglino teaches an ad follow-up unit (see fig. 5 server 580) configured to follow up ads for additional or more detailed video and/or data information in real-time or at a later time; an ad search unit (see paragraphs 0035-0036) configured to search and browse ads with ad attributes and keywords.

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of an ad follow-up unit configured to follow up ads for additional or more detailed video and/or data information in real-time or at a later time; an ad search unit configured to search and browse ads with ad attributes and keywords, in order to search of additional information about an advertisements.

The combination does not explicitly disclose ads removed in real-time based on their expiration attributes.

In analogous art, Rodriguez teaches ads removed in real-time based on their expiration attributes (see paragraphs 0022-0024 for disclosing presenting advertisements based on expiration date).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination with the teaching of ads removed in real-time based on their expiration attributes, in order to providing television advertisements based on users selection and advertisements during specific viewing periods.

Conclusion

3.   **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time

policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE

MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the

shortened statutory period will expire on the date the advisory action is mailed, and any

extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later

than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to AKLIL TESFAYE whose telephone number is (571)270-

5685. The examiner can normally be reached on Monday to Thursday 8AM-5PM and

Friday 8AM-4PM EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Andrew Y. Koenig can be reached on (571)272-7296. The fax phone

number for the organization where this application or proceeding is assigned is 571-

273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

USPTO Customer Service Representative or access to the automated information

system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/A. T./
Examiner, Art Unit 2423

/HUNTER B LONSBERRY/
Primary Examiner, Art Unit 2421